

IN THE CLAIMS:

Please amend the claims as follows. The claims are in the format as required by 35 C.F.R. § 1.121.

1. (Currently Amended) A method for the optimization of a process, comprising:
matching a customer to a profile;
selecting an action from a set of actions associated with the profile using a first algorithm wherein the algorithm is based at least in part on a response distribution; [[and]]
updating the first algorithm based on a response forecast; and
selecting another action from the set of actions using the updated first algorithm.
2. (Original) The method of claim 1, wherein matching the customer to the profile further comprises collecting information on the customer.
3. (Original) The method of claim 2, wherein collecting information further comprises augmenting the information with external sources.
4. (Original) The method of claim 3, wherein matching the customer to the profile further comprises defining a customer need.
5. (Original) The method of claim 2, wherein matching a customer to a profile is done using a second algorithm.
6. (Original) The method of claim 2, wherein the set of actions is specific to the profile.
7. (Original) The method of claim 6, wherein the first algorithm uses a history of responses for the profile in selecting the action.
8. (Currently Amended) The method of claim 6, further comprising formulating [[a]] the response forecast using at least one customer's response.
9. (Original) The method of claim 8, further comprising updating the response forecast based on the at least one customer's response.

10. (Canceled)

11. (Original) The method of claim 10, further comprising presenting the action to the customer.

12. (Currently Amended) A system for the optimization of a process, comprising a machine readable media containing instructions translatable for causing the machine to:

match~~[[ing]]~~ a customer to a profile;

select~~[[ing]]~~ an action from a set of actions associated with the profile using a first algorithm wherein the algorithm is based at least in part on a response distribution; ~~[[and]]~~

update~~[[ing]]~~ the first algorithm based on a response forecast; and

select another action from the set of actions using the updated first algorithm.

13. (Original) The system of claim 12, wherein matching the customer to the profile further comprises collecting information on the customer.

14. (Original) The system of claim 13, wherein collecting information further comprises augmenting the information with external sources.

15. (Original) The system of claim 14, wherein matching the customer to the profile further comprises defining a customer need.

16. (Original) The system of claim 13, wherein matching a customer to a profile is done using a second algorithm.

17. (Original) The system of claim 13, wherein the set of actions is specific to the profile.

18. (Original) The system of claim 17, wherein the first algorithm uses a history of responses for the profile in selecting the action.

19. (Currently Amended) The system of claim 18, further comprising formulating ~~[[a]]~~ the response forecast using at least one customer's responses.

20. (Original) The system of claim 19, further comprising updating the response forecast based on the at least one customer's response.

21. (Canceled)

22. (Original) The system of claim 21, further comprising presenting the action to the customer.

23. (Currently Amended) A method for selecting an action to be presented to a customer, comprising:

- identifying a set of actions;
- selecting an action from the set of actions using an algorithm wherein the algorithm is based at least in part on a response distribution;
- updating a response forecast based on a customer's response; [[and]]
- updating the algorithm based on the response forecast; and
- selecting another action from the set of actions using the updated first algorithm.

24. (Original) The method of claim 23, wherein the set of actions is specific to a profile.

25. (Original) The method of claim 23, wherein the algorithm uses a history of responses for the profile in selecting the action.

26. (Currently Amended) The method of claim 23, further comprising formulating [[a]] the response forecast.

27. (Canceled)

28. (Currently Amended) A system for selecting an action to be presented to a customer, comprising a machine readable media containing instructions translatable for causing the machine to:

- identify~~[[ing]]~~ a set of actions;
- select~~[[ing]]~~ an action from the set of actions using an algorithm wherein the algorithm is based at least in part on a response distribution;

update~~[[ing]]~~ a response forecast based on the customer's response; ~~[[and]]~~
update~~[[ing]]~~ the algorithm based on the response forecast; and
select another action from the set of actions using the updated first algorithm.

29. (Original) The system of claim 28, wherein the set of actions is specific to a profile.

30. (Original) The system of claim 28, wherein the algorithm uses a history of responses for the profile in selecting the action.

31. (Currently Amended) The system of claim 28, further comprising formulating ~~[[a]]~~ the response forecast.

32. (Currently Amended) The system of claim 31, wherein formulating ~~[[a]]~~ the response forecast is done using at least one customer's response.

33. (Currently Amended) A method for the optimization of a process, comprising:
matching a customer to a profile;
selecting an action from a set of actions associated with the profile based on an
algorithm wherein the algorithm is based at least in part on a response distribution;
presenting the action to the customer;
receiving a customer's response to the action;
updating a response forecast based on the customer's response; ~~[[and]]~~
updating the algorithm based on the response forecast; and
selecting another action from the set of actions using the updated first algorithm.